

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 10/08/09 for the Period Ending 10/08/09

Address	77 HOT METAL STREET PITTSBURGH, PA 15203
Telephone	4124323300
CIK	0000919012
Symbol	AEO
SIC Code	5651 - Family Clothing Stores
Industry	Retail (Apparel)
Sector	Services
Fiscal Year	01/28

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of Report
(Date of earliest event reported)

October 8, 2009

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State of incorporation)

1-33338
(Commission File Number)

13-2721761
(IRS Employer Identification No.)

77 Hot Metal Street
Pittsburgh, Pennsylvania
(Address of principal executive offices)

15203-2329
(Zip Code)

(412) 432-3300
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 2.02. Results of Operations and Financial Condition

The information in this Item 2.02 of Form 8-K, including the accompanying exhibits, shall not be deemed to be "filed" for the purposes of Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act"), or otherwise subject to the liability of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of the general incorporation language of such filing, except as shall be expressly set forth by specific reference in such filing.

On October 8, 2009, the Company issued a press release announcing, among other things, the Company's September 2009 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on October 8, 2009 to review the Company's sales results for the month ended October 3, 2009. Additionally, Management raised its third quarter 2009 earnings guidance in both the press release and the commentary. A copy of the sales commentary transcript is attached hereto as Exhibit 99.2.

ITEM 9.01. Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1*	Press release dated October 8, 2009 announcing September sales
99.2*	September sales commentary transcript dated October 8, 2009

* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 of the Current Report on Form 8-K.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN EAGLE OUTFITTERS, INC.
(Registrant)

Date: October 8, 2009

By: /s/Joan Holstein Hilson
Joan Holstein Hilson
Executive Vice President and Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1*	Press release dated October 8, 2009 announcing September sales
99.2*	September sales commentary transcript dated October 8, 2009

* Such Exhibit is being "furnished" (not filed) pursuant to Item 2.02 of the Current Report on Form 8-K.

American Eagle Outfitters Reports September Sales Of \$246.0 Million Same Store Sales were Flat to last year Raises third quarter EPS Guidance

Pittsburgh - October 8, 2009 -- American Eagle Outfitters, Inc. (NYSE: AEO) today announced that total sales for the five weeks ended October 3, 2009 increased 7% to \$246.0 million, compared to \$229.2 million for the five weeks ended October 4, 2008. Comparable store sales were flat for the month, compared to a 6% decrease for the same period last year.

Total sales for the 35 week year-to-date period ended October 3, 2009 decreased 3% to \$1.823 billion, compared to \$1.878 billion for the 35 weeks ended October 4, 2008. Comparable store sales decreased 8% for the year-to-date period compared to a 7% decline for the same period last year.

September sales performance reflects continued progress within the American Eagle Outfitters brand. Based on better-than-expected sales, management is raising third quarter earnings guidance to a range of \$0.24 to \$0.26 per diluted share, which includes a tax benefit of approximately \$0.05 per diluted share associated with the repatriation of earnings from Canada. This guidance excludes the possibility of additional impairments or losses related to investment securities. Previous third quarter earnings guidance was \$0.22 to \$0.25 per diluted share which included a tax benefit of approximately \$0.05 per diluted share associated with the repatriation of earnings from Canada. This compares to third quarter earnings of \$0.30 per diluted share last year.

To access the company's recorded monthly sales commentary, please dial (866) 514-0390, or internationally dial (585) 267-8021.

American Eagle Outfitters, Inc., through its subsidiaries, ("AEO, Inc.") offers high-quality, on-trend clothing, accessories and personal care products at affordable prices. The American Eagle Outfitters brand targets 15 to 25 year old girls and guys, with 953 stores in the U.S. and Canada and online at www.ae.com. aerie by american eagle offers Dormwear and intimates collections for the AE girl, with 133 standalone stores in the U.S. and Canada and online at www.aerie.com. MARTIN + OSA provides clothing and accessories for 28 to 40 year old men and women at its 28 stores and online at www.martinandosa.com. The latest brand, 77kids by american eagle, is available online only at www.77kids.com. 77kids offers "kid cool," durable clothing and accessories for kids ages two to 10. AE.COM, the online home of the brands of AEO, Inc. ships to more than 60 countries worldwide.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding third quarter earnings. All forward-looking statements made by the company involve material risks and uncertainties and are subject to change based on factors beyond the company's control. Such factors include, but are not limited to the risk that the Company's third quarter earnings expectations may not be achieved and the risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q filed with the Securities and Exchange Commission. Accordingly, the company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

CONTACT: American Eagle Outfitters, Inc.

Judy Meehan, 412-432-3300

American Eagle Outfitters, Inc.
September 2009
Recorded Sales Commentary dated October 8, 2009

Good morning and welcome to the American Eagle Outfitters September 2009 Sales Commentary. This is Judy Meehan, Vice President of Investor Relations. During this call, I will make certain forward-looking statements based on our current expectations. Actual results may be materially different based on risk factors included in our quarterly and annual reports filed with the SEC.

Total sales for the five weeks ended October 3, 2009 increased 7% to \$246.0 million, compared to \$229.2 million for the five weeks ended October 4, 2008. Consolidated comparable store sales were flat, compared to a 6% decrease for the same period last year.

September sales were slightly above our expectations, and we are pleased to see positive progress continue. For the AE brand, we experienced comp increases in weeks one, two and five. Early in the month, comps were driven by a later Labor Day, which extended the back-to-school shopping season into September. Toward the end of the month, we saw a favorable customer response to new fall deliveries and a fresh promotional message, which contributed to positive comps in week five.

AE men's and women's had similar comp performance in September. Average transactions per store showed improvement from prior months, increasing in the low single digits. The average unit retail price declined in the mid single-digits, as a result of promotional events. Geographically, the west and southeast continued to be the most challenging. All other regions, including Canada, posted positive comps in September.

AEO direct sales increased 13%, due to higher traffic and conversion.

The first AE Holiday floor-set will arrive in stores on Thursday October 21st.

Based on better-than-expected September sales, we are raising our third quarter earnings guidance to a range of \$0.24 to \$0.26 per share, which includes a tax benefit of approximately \$0.05. This guidance excludes the possibility of additional impairments or losses related to investment securities. This compares to third quarter earnings per share of \$0.30 last year.

Thank you for your continued interest in American Eagle Outfitters.